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I CLAIM:

1. A composite label comprising a first layer adapted to display an image at a first major surface of the label and a second layer adapted to display an image at a second major surface of the label, the second layer including a removable portion adapted to be removed from the label and secured to another object, and wherein the first and second layers are formed of materials that are selected such that the second layer may be cut or scored so as to define the removable portion, without compromising the integrity of the first layer.
2. A composite label as claimed in claim 1, wherein the first layer is printed with the image to be displayed at the first major surface and the second layer is printed with the image to be displayed at the second major surface of the label.
3. A composite label as claimed in claim 1, wherein the material from which the first layer is formed has greater hardness than the material from which the second layer is formed.
4. A composite label as claimed in claim 1, wherein the first layer is a composite layer of two or more different materials.
5. A composite label as claimed in claim 1, wherein the first and second layers are formed of a material that is printable or which may be treated to render the material printable.
6. A composite label as claimed in claim 1, wherein at least one of the first and second layers comprises an ink receptive coating.

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7. A composite label as claimed in claim 1, further comprising an adhesive provided on the second layer in order to enable the removable portion of the label to be removed and secured to another object.

8. A composite label as claimed in claim 7, further comprising a release coating provided on the first layer in order to facilitate removal of the removable portion of the label.

9. A composite as claimed in claim 8, wherein the release strength required to remove the removable portion from the label is from 17 grams force / 50mm to 30 grams force/50mm.

10. A composite label as claimed in claim 1 wherein the composite label has a total thickness of from 50 to 150 $\mu$ m.

11. A composite label as claimed in claim 1, wherein the first and second layers are independently formed from a material selected from the group consisting of polyolefins, polyesters, nylons and vinylidene polymers

12. A composite as claimed in claim 1, wherein the first layer is formed from high density polypropylene having a density of about 0.8 to about 1.2g/cm<sup>3</sup> and the second layer is formed from a biaxially oriented polypropylene having a density of from 0.7 to 0.9g/cm<sup>3</sup>.

13. A composite as claimed in claim 1, wherein the first layer is formed from polyethylene terephthalate and the second layer is formed from a biaxially oriented polypropylene.

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14. A composite label comprising a first layer of printed polyester for displaying information at a first major surface of the label and a second layer including material having a density less than the polyester for presenting information at a second major surface of the label, the second layer including a removable portion arranged to be separated from the label and secured to another object.

15. A composite label as claimed in claim 14, wherein the material of the second layer comprises polypropylene.

16. A composite label as claimed in claim 14, wherein the second layer includes an adhesive on one side thereof for securing the removable portion to the first layer and the first layer includes a release coating to facilitate removal of the portion therefrom, the adhesive and release coating providing a release strength factor between 17 grams force/50mm and 30 grams force/50mm.

17. A composite label comprising a first layer for displaying information at a first major surface of the label and a second layer including a removable portion arranged to be separated from the label and secured to another object, wherein the second layer includes an adhesive on one side thereof for securing the removable portion to the first layer and the first layer includes a release coating to facilitate removal of the portion therefrom, the adhesive and release coating providing a release strength factor of between 17 grams force/50mm and 30 grams force/50mm.

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18. A composite label as claimed in claim 17, wherein the first layer is formed of polyester and the second layer includes material having a density less than the polyester.

19. A composite label as claimed in claim 17, wherein the second layer is printed with information for display to both sides thereof.

20. A composite label as claimed in claim 19, wherein the first layer is transparent such that the information printed on the second layer is viewable from the first major surface of the label.

21. A composite label as claimed in claim 19, wherein the second layer includes a transparent material with a plurality of overlaid print layers applied thereto comprising a first image printed on the transparent material, for display toward the first major surface, a masking layer and a second image facing outwardly of the second major surface.

22. A composite label as claimed in claim 21, wherein the transparent material of the second layer comprises clear polypropylene.

23. A composite label as claimed in claim 14, wherein a clear polypropylene laminate is applied on the first major surface.

24. A composite label as claimed in claim 14, wherein a varnish is applied to the second major surface to provide the second major surface with a coefficient of friction in the range of about 0.25 to 0.40.

25. A composite label as claimed in claim 14, wherein the polyester is white.

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26. A composite label as claimed in claim 14, wherein the polyester is metallized.
27. A composite label as claimed in claim 14, wherein a depth dimension of the first layer is in the range of about 12 micron to 30 micron.
28. A composite label as claimed in claim 27, wherein the second layer has a depth dimension in the range of about 23 micron to 40 micron.
29. A composition label as claimed in claim 14, wherein the second layer includes a mark for detection by an electronic eye to facilitate actuation of a cutting device, for scoring the second layer so as to define the removable portion.
30. A composite label as claimed in claim 29, wherein the removable portion is in the form of a sticker.
31. A composite label as claimed in claim 1 for use with a bottle, the label comprising an aggressive adhesive applied to the second major surface in a region adjacent the removable portion, to facilitate secure attachment of the label to the bottle.
32. A composite label comprising a first layer of printed polyester for displaying information at a first major surface of the label and a second layer for presenting information at a second major surface of the label, the second layer comprising a removable portion arranged to be separated from the label and secured to another object, and wherein the second layer is formed of a material having a density and softness less than the polyester, to allow the second

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layer to be cut or scored so as to define the removable portion, without compromising the integrity of the first layer.

33. A composite label as claimed in claim 32, wherein the material of the second layer comprises polypropylene.

34. A composite label comprising a first layer for displaying information at a first major surface of the label, and a second layer comprising a removable portion arranged so as to be separated from the label and secured to another object, wherein the second layer includes an adhesive on one side thereof for securing the removable portion to the first layer and the first layer includes a release coating to facilitate removal of the portion therefrom, the adhesive and release coating providing a release strength factor of between 17 grams force / 50 mm and 30 grams force / 50 mm, and wherein the first layer is formed of polyester and the second layer includes material having a softness less than the polyester, the allow the second layer to be cut or scored so as to define the removable portion, without compromising the integrity of the first layer.

35. A composite label as claimed in claim 34, wherein the second layer is printed with information for display to both sides thereof.

36. A composite label as claimed in claim 35, wherein the first layer is transparent such that the information printed on the second layer is viewable from the first major surface of the label.

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37. A composite label as claimed in claim 35, wherein the second layer comprises a transparent material with a plurality of overlaid print layers applied thereto comprising a first image printed on the transparent material, for display toward the first major surface, a masking layer and a second image facing outwardly of the second major surface.

38. A composite label as claimed in claim 37, wherein the transparent material of the second layer comprises clear polypropylene.

39. A composite label as claimed in claim 32, wherein a clear polypropylene laminate is applied on the first major surface.

40. A composite label as claimed in claim 32, wherein a varnish is applied to the second major surface to provide the second major surface with a coefficient of friction in the range of about 0.25 to 0.40.

41. A composite label as claimed in claim 32, wherein the polyester is white.

42. A composite label as claimed in claim 32, wherein the polyester is metallized.

43. A composite label as claimed in claim 32, wherein a depth dimension of the first layer is in the range of about 12 micron to 30 micron.

44. A composite label as claimed in claim 43, wherein the second layer has a depth dimension in the range of about 23 micron to 40 micron.

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45. A composite label as claimed in claim 32, wherein the second layer comprises a mark for detection by an electronic eye to facilitate actuation of a cutting device, for scoring the second layer so as to define the removable portion.

46. A composite label as claimed in claim 45, wherein the removable portion is in the form of a sticker.

47. A composite label as claimed in claim 45 for use with a bottle, the label further comprising an aggressive adhesive applied to the second major surface in a region adjacent the removable portion, to facilitate secure attachment of the label to the bottle.